



Tobacco Company

J. M. Rago
Account Manager
Phila. Region
1704 Forest Hills Drive
Hatfield, Pa. 19440
Office: 215-412-7208
Fax 215-412-7209
VM # 71831

December 20, 1997

To: ROU's 1110,1210,1310,1610,1710,1810,2910,6710. Please distribute to DM's,RM's,SR's,RR's and Account Managers with Sun Company Responsibility Cain ID# 0362-01,02,03,04 - 00

Subject: Winston "No Bull" 5 Sweepstakes Authorized Pieces for all Sun Company Locations

- ◊ Winston Change Mat
- ◊ Winston Ballot Box

Below listed items will be drop shipped to all locations as follows:

◊ Ballot Box	Week of 12/19/97	Place on self service selling counter	
◊ Change Mat	Item # 537323	Week of 1/5/98	Place at #1 check out area
◊ The Winston Easel Card is also authorized, however this piece should be placed using SalesRep/Retail Rep In-House supplies			
◊ Easel Card	Item # 537644		Place behind counter or in coffee island area

Above items are the only authorized pieces for this program. Please ensure during normal coverage, above pieces are placed to support this important Program.

Many Thanks

Joe

Sales
1221 1,13,15
1222 20,24,25
1223 1,5,6,7
1224 2,2,23,25,27,28
1225 2,4,6
1226 1230 23,26,28
1227 2,3
1228 2,3
1229 3,1,8
1230 1,6
1240 _____
1244 _____

Retail
1222 20,24,25
1223 2,2,23,25,27,28
1224 23,26,28
1225 2,3
1226 2,3
1227 2,3
1228 2,3
1229 3,1,8
1230 1,6
1240 _____
1244 _____

ROM

PC MC SC PA

RSM RBM

51847 1977

To: 1710 - Pittsburgh ROU, 1110 - Boston ROU(PROVENL),
1810 - Cincinnati ROU (WEBSTES), 6710 - Detroit ROU,
1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG),
1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP)
From: Rago, Joseph M.
Posted: 12/22/97 10:02
Opened: 12/23/97 9:21
Subject: SUN COMPANY WNSTON NO BULL 5

ROU'S

PLEASE COPY TO SR'S,RR'S AND ACCOUNT MANAGERS WITH SUN COMPANY
RESPONSIBILITY

MANY THANKS

JOE

CC: Piscitelli, J, Loftin, Jerry R.

51847 1978